

GreenWays



JOBS FOR THE FUTURE

EMPLOYER ENGAGEMENT TOOLKIT | TOOL 1.5

WHAT EMPLOYERS VALUE MOST

TOOL 1.5

Most employers have at least some history of involvement with educational institutions and job training programs. Based on these experiences and their current situation, employers have developed their sense of what kinds of engagement they most value, what they are willing (but not eager) to do, and what they prefer to avoid altogether. Gathering information about these preferences is essential for your program because building your partnerships with employers around their preferences increases the likelihood that each employer feels connected to the program. In some instances, where prior partnership experiences were not successful for example, employers may not have felt their time was well spent, you may need to rebuild trust and relationships. This process may take some time, but is essential to ensuring strong, lasting partnerships.

Share this worksheet with employers as a starting point for a joint discussion of how they can be involved in your program. You can ask them to complete it on their own, or use it as an interview guide when you meet. Afterwards, calculate the average score across all types of involvement to gauge an employer's overall interest in engaging your program, or use this to identify the most likely forms of engagement. Follow up this worksheet by asking exploratory questions about why some things are valued more than others. Their answers can not only guide your partnership but also help you tweak the design of your program.

WHO SHOULD USE THIS TOOL

Existing and potential employer partners

Company Name: _____

Name and Title: _____

IDENTIFYING THE FORMS OF ENGAGEMENT THAT MATTER TO YOU

We would like your input about your needs and which forms of involvement with our training program are most valuable to you. Your responses will help us make the best use of your time, rather than connect you to elements of our program that are not important to your company. We will also use this information as a guide as we work with you to develop a strong partnership and training program.

Please let us know which of the following workforce needs are priorities for your company.

(1) Needs Are Met **(2)** Occasional Need **(3)** Need **(4)** Primary Need

WORKFORCE ELEMENT	1	2	3	4	COMMENTS
Hiring Staff					
Upgrading Skills of Existing Staff					
Other:					

For each of the forms of engagement below, choose the option that best reflects that item's importance to you in a potential collaboration with our organization.

(1) Don't Value at All **(2)** Don't Value Much **(3)** Value **(4)** Strongly Value

FORM OF ENGAGEMENT	1	2	3	4	COMMENTS
Hire program graduates					
Interview program graduates					
Hire temporary workers					
Join program leadership/advisory group					
Host paid or unpaid interns					
Host job shadowing					
Provide grants or donations to program					
Provide mentors					
Receive or give awards and recognition					
Help with curriculum review and development					
Staff serve as instructor or presenter					
Other					

We would enjoy discussing your responses in person. Thank you for your interest.